

Acknowledgements

This plan represents the combined efforts of several information gathering and planning processes including the following:

The Governor’s Summit on Health, Nutrition, and Obesity, and the pre-Summit Listening Sessions around California gave business leaders, educators, government officials, and public health professionals an opportunity to focus on essential reforms and announce commitments for action in a variety of sectors. The Governor’s 10 Step Vision for a Healthy California provides both a guide and a challenge.

The Strategic Alliance “Taking Action for a Healthier California: Recommendations to Improve Healthy Food and Activity Options,” developed by a coalition of nutrition and physical activity advocates.

The California Obesity Prevention Advisory Group, comprised of over 90 people, primarily external partners, included representatives from local public health departments, public health advocacy groups, transportation planning groups, the California Department of Education, the faith community, city government, the American Academy of Pediatrics, the University of California Cooperative Extension, the Department of Parks and Recreation, volunteer organizations, and a number of other groups and organizations.

The Physical Activity and Nutrition Coordinating Committee, comprised of representatives from programs within CDHS that manage nutrition, physical activity, and obesity prevention activities for the department.

The Nutrition and Physical Activity Action Team, formed within CDHS, as a broader coordinating obesity prevention group across a dozen divisions.

The Office on Disability and Health, Living Healthy with a Disability Advisory Committee “Universal Livability: A Dream for Tomorrow, a Plan for Today,” 2005-2010 Strategic Plan.

The Women, Infants, and Children’s Supplemental Nutrition Program (WIC) “Transitioning to Healthy Eating and Active Living” resulted from a six month strategic process with its partners to shape WIC’s direction for obesity prevention.

The Maternal, Child and Adolescent Health Branch of CDHS Local Health Jurisdiction Obesity Survey 2006.

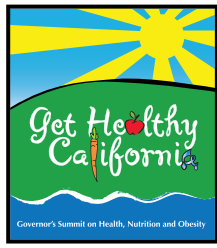
For a complete version of the plan, visit www.dhs.ca.gov/CAObesityPrevention.



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CALIFORNIA OBESITY PREVENTION PLAN SUMMARY

A VISION FOR TOMORROW, STRATEGIC ACTIONS FOR TODAY

Executive Summary

In recognition of California’s growing obesity epidemic, competing environmental forces and fragmented efforts, the legislature mandated that California Department of Health Services (CDHS) create this strategic plan to guide a statewide response to this crisis. (Budget Act of 2005, SB 77, Item #4260.001.0001, Provision 7)

CASE FOR ACTION: California, like much of the rest of the world, is experiencing an obesity epidemic for which there is no single cause or simple cure. The case for action to address this epidemic is based on three principal factors:

- (1.) **California’s Current Health Status** - Poor nutrition and inactivity are causing serious health problems – including type 2 diabetes, heart disease, stroke, and cancer – now, and if left unchecked will lead to worsening conditions in the future.
- (2.) **Competing Environmental Forces** – Choices that lead to poor nutrition and inactivity are often more available, affordable, and convenient than healthier options.
- (3.) **Fragmented, Uncoordinated Efforts** – Many actions are being taken by government, industry, voluntary, and philanthropic sectors, but without concordance.

CALL TO ACTION: We have a vision for a healthier California. Governor Schwarzenegger developed a 10 Step Vision for a Healthy California and convened the Summit on Health, Nutrition and Obesity in September 2005 as a call to action to bring focus and momentum to the transformation that is needed to create the healthy California in which we all want to live. Through California’s internationally recognized tobacco control programs, we have experience and success in effecting a major societal change that resulted in significantly improved health for the people of our state. It was a difficult task, but we did it. And we can do it again. As California has been a leader in reducing tobacco use, we can be a leader in the campaign to reduce obesity.

THE PLAN: This California Obesity Prevention Plan serves as a guide for each sector of society to take part in creating the shift to healthy eating and active living. This plan was constructed with input from a number of advisory groups, forums, and meetings including, the Governor’s Summit on Health, Nutrition, and Obesity, the Strategic Alliance, and the California Obesity Prevention Initiative. It identifies recommendations for action for all sectors to make sustainable changes in physical activity and food environments. The strategic actions are organized under these four goals:

- Goal 1:** Ensure state level leadership and coordination that reaches into communities across the state.
- Goal 2:** Create a statewide public education campaign that frames healthy eating and active living as California living.
- Goal 3:** Support local assistance grants and implement multi-sectoral policy strategies to create healthy eating and active living community environments.
- Goal 4:** Create and implement a statewide tracking and evaluation system.

This *California Obesity Prevention Plan* is meant to serve as a springboard for government, business, voluntary, and philanthropic sectors to convert fragmentation into collaboration and synergy, to carefully align and invest resources, and to create a shared response to a societal crisis.

Strategies for Action!

1. State Level Leadership and Coordination
Create a central point of contact within state government to serve as lead and liaison in working across and within different sectors – such as schools, entertainment, employers, health care – to create active living and healthy eating environments.
2. Statewide Public Education Campaign
Develop and implement a statewide media campaign that frames healthy eating and active living as California living.
3. Local Assistance Grants and Multi-sectoral Policy Strategies to Create Healthy Eating and Active Living Community Environments
Support local assistance grants and implement multi-sectoral policy strategies outlined below to improve access to, promotion of, and participation in healthy eating and active living, by creating change in the social and physical environments.

STATE & LOCAL GOVERNMENT	ALL EMPLOYERS	HEALTH CARE INSURERS AND PROVIDERS
<p><u>PRIORITIZE PREVENTION</u></p> <ul style="list-style-type: none">◆ Make prevention a top priority in state and local health departments.◆ Encourage full and equitable access to public facilities (community centers, schools, government buildings) that could house programs and services that increase the amount of daily physical activity for each community member.◆ Develop and disseminate state model worksite policies that provide access to options for healthy eating and physical activity.◆ Ensure food assistance programs provide healthy foods. <p><u>INCENTIVES AND FUNDING</u></p> <ul style="list-style-type: none">◆ Consider incentives for businesses to offer physical activity, healthy food options, and lactation accommodations for employees.◆ Consider incentives for the development of physical activity facilities, improved walkability, grocery stores, farmers' markets, and other retail outlets for healthy foods, particularly in low-income communities.◆ Identify ongoing funding sources for maintainance, rehabilitation, and development of parks, including community gardens and neighborhood parks, and recreation facilities in all neighborhoods. <p><u>PLANNING, LAND USE, AND TRANSPORTATION</u></p> <ul style="list-style-type: none">◆ Adopt and implement “walkable” community policies and build paths/trails to provide safe and convenient travel options for walking, bicycling, or using assistive devices, such as wheelchairs.◆ Use planning and zoning processes to promote appropriate design and land uses that support access to healthy foods and encourage walking and bicycling in all neighborhoods.◆ Ensure that public recreational facilities, supermarkets, and farmers' markets are close to where people live and work as well as accessible from public transit routes.◆ Consider requiring that each city/county general plan contain a recreation element that includes access to, and availability of, facilities and park land.	<ul style="list-style-type: none">◆ Establish guidelines for offering healthy food at meetings and events and encourage their use.◆ Provide incentives to employees who walk, bike, or use public transportation to commute to and from work and for work-related travel.◆ Encourage physical activity by promoting stairway use, providing bike racks, lockers and showers, and offering flex time or breaks for physical activity.◆ Encourage worksites to offer an array of affordable, healthy choices in their prepared and vending machine foods.◆ Maximize the use of local and regional foods in food-service operations.◆ Post and enforce organizational policies that support breast-feeding on site, consistent with state requirements for employers to provide break time and the use of a room for employees to express milk.◆ Encourage health plans to include prevention and wellness activities such as counseling, education, and access to weight-loss, weight maintenance, and physical activity programs.	<ul style="list-style-type: none">◆ Promote prevention as the first step in responding to the obesity epidemic rather than bariatric surgery and pharmaceuticals that are interventions of last resort, particularly for children.◆ Support new mothers in prolonged and exclusive breastfeeding which protects against childhood obesity.◆ Adopt and implement preventive standards of care that promote regular physical activity and healthy eating in a manner sensitive to culture, age, and abilities.◆ Provide continuing education credits for health practitioners participating in training in nutrition, physical activity, and breastfeeding education.◆ Ensure the availability of healthy choices in food service operations in health care facilities.◆ Maximize the use of fresh and regional foods in health care facilities food service operations.◆ Promote incentives to health plan members who participate in wellness and prevention activities.

Strategies for Action!

continued

FAMILIES	SCHOOLS
<ul style="list-style-type: none">◆ Eat at least one healthy meal a day together as a family.◆ Choose fruits and vegetables, whole grains, beans, nuts and seeds, and non- or low-fat dairy products over high-calorie, low-nutrient foods.◆ Limit calorie intake by moderating portion size, limiting soft drinks and sweetened beverages, and limiting foods with high amounts of sugar and fat.◆ Reduce TV viewing and sedentary computer “gaming” time, especially for children and youth.◆ Participate in physical activity every day.◆ Participate in fun physical activity – playing, walking, hiking, sports – as a family.	<ul style="list-style-type: none">◆ Ensure that children receive quality physical education that meets minimum state standards for duration and frequency.◆ Make school recreational facilities available for after-hours use by the community, especially in neighborhoods that lack park and recreational facilities.◆ Institute healthy food and beverage standards for all meals, snacks, and beverages available in preschool, school, and after-school programs.◆ Advertise only healthy foods and beverages on school grounds and use alternatives to foods in fundraising, incentive, and other programs.◆ Maximize the availability of fresh and regional foods through initiatives such as farm-to-school programs.◆ Provide a nutritious breakfast utilizing the federal School Breakfast Program in all schools.
FOOD AND BEVERAGE INDUSTRY	ENTERTAINMENT AND PROFESSIONAL SPORTS
<p><u>FOOD MANUFACTURERS AND RETAILERS</u></p> <ul style="list-style-type: none">◆ Advertise and promote healthy foods and beverages to children and youth using broadcast, print and electronic media, product tie-ins such as toys, sports and entertainment celebrity’s endorsements, and cartoon characters.◆ Eliminate indirect advertising through fundraising programs, incentive programs using contests or coupons, etc. at institutions serving children and youth (including schools, preschools, after-school programs, and recreation facilities). <p><u>FOOD PROCESSORS AND RESTAURANTS</u></p> <ul style="list-style-type: none">◆ Ensure that packaged single-serving snacks, beverages, and meals contain no more than one standard portion size per package.◆ Limit fat and sugar and add fruit and vegetables, especially to children-focused meals.◆ Post calorie information per serving on all menus and menu boards at restaurants and encourage healthy food options on all menus. <p><u>RETAIL GROCERS</u></p> <ul style="list-style-type: none">◆ Promote produce and other fresh, healthy items in low-income neighborhoods and ethnically/racially diverse communities.◆ Encourage quality, variety, and affordable pricing of produce and other fresh foods in neighborhoods throughout California.◆ Assist with access to grocery stores for seniors, people with disabilities, and low-income communities with limited transportation options.◆ Encourage more healthy choices and less “junk-food” placement at grocery checkout counters.	<ul style="list-style-type: none">◆ Encourage the availability of affordable healthy foods and beverages at sports, movie, and other entertainment venues.◆ Consider investing in public physical activity facilities and programs in surrounding communities.◆ Encourage depictions of physically active people that include all ages, ethnicities, genders, body types, and abilities in television, film, and advertisements.◆ Use product placement to market healthy food and beverages in movies and television programs targeted to children and youth.◆ Expand the participation of professional athletes and facility/program administrators in promoting physical activity by providing facilities, equipment, and personnel for community use.
4. Statewide Tracking and Evaluation System	
Create and implement a statewide tracking and evaluation system to monitor health impacts, population trends, and assess program performance and impact.	